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62.09 Index

# BRENTWOOD BERRY GARDENS

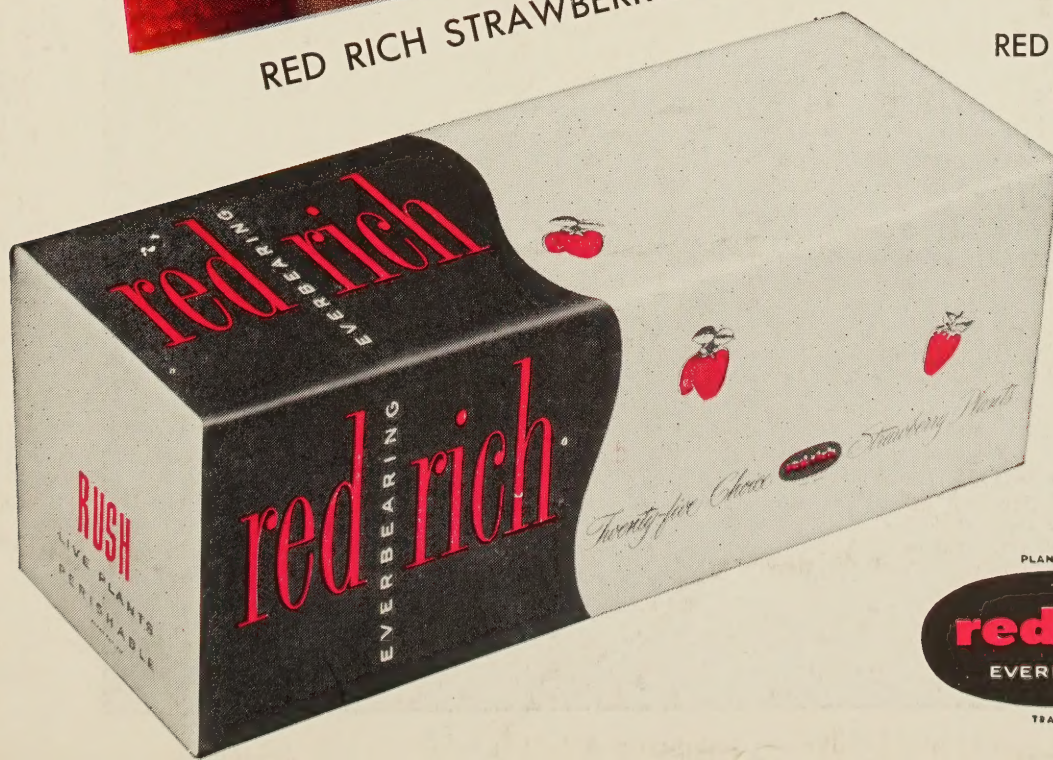
1953-54 CATALOG

P. O. Box 14101 Los Angeles 49, California

Telephone: ARizona 9-3496



RED RICH STRAWBERRIES — U.S. PLANT PATENT 993



RED RICH Plants are  
always packed in  
this copyrighted  
carton and -un-  
conditionally  
guaranteed.

PLANT PAT. 993



TRADE MARK





The Aluminum PYRAMID Circular Terraced Garden  
(Trade Mark) Patent Pending  
FULL OF RED RICH STRAWBERRIES



# *The Aluminum PYRAMID Circular Terraced Garden*

(Trade Mark) Patent Pending

SEE PHOTO ON OPPOSITE PAGE

For strawberries, vegetables, flowers, etc.

Everbearing strawberries will be nearer everbearing.

Makes gardening easier - adds beauty to landscape.

Three times as many berries can be grown in this 6 foot diameter PYRAMID GARDEN as can be grown in the conventional way.

Plants and berries are within easy reach. Easy to care for, easy to water and fertilize, pick fruit, etc.

Full directions for erecting included with each Garden.

NOW AVAILABLE IN TWO SIZES:

1. 25 plant Pyramid - For strawberries, vegetables, flowers, perennials and small roses. 3 Terraces and Collar. Heavy gauge aluminum. 4½ feet diameter. Holds 25 RED RICH plants.
2. 50 plant Pyramid - This is the established large size Pyramid, with 4 Terraces and Collar. 6 feet diameter. Heavy gauge aluminum. Holds 50 RED RICH plants.

Description of Accessories: Support Strips - for supporting Net and Cover. Net - for protecting bed from birds - holds leaves in winter. Requires strips to support it. Cover - makes a greenhouse for early planting and frost protection. Requires Strips. Sprinkler - includes all connections and copper tubing. Connects with garden hose at base of Garden. Instructions for installing included. Sprinkler should be installed with the Garden, if it is to be used, as it is difficult to install it after Pyramid is set up.

## PRICES OF PYRAMIDS AND ACCESSORIES, POSTPAID:

25 PLANT PYRAMID.....	\$7.95
50 PLANT PYRAMID.....	9.95
6 SUPPORT STRIPS (50 Plant Pyramid Only).....	3.95
PLASTIC COVER (50 Plant Pyramid Only).....	6.95
NET (50 Plant Pyramid Only).....	6.95
SPRINKLER (Complete).....	5.25

California Customers Add Sales Tax

See illustrations of Pyramid Garden with Supporting Strips, and of Sprinkler, on page 5.



## RED RICH EVERBEARING STRAWBERRY

"It's the best everbearing to come down the pike in a long time", state the men of the Minnesota Experiment Station. It is said to be "the greatest development in strawberry culture in the past 50 years." It seems to have become the leading everbearer in the United States.

Red Rich is the result of a cross of Wayzata everbearing x Fairfax June bearing. It is a chance seedling, one in a million, that hit square, retaining the good qualities of both parents.

1. As a dessert berry it has very high quality, honey-sweet from its parent Wayzata, large and deep red all the way through like its parent Fairfax. Fruit and appearance of the plants are very similar to Fairfax.

2. Red Rich is not surpassed as a freezing berry as it is very firm and deep red clear through, like its parent Fairfax, which is at the top of the list in firmness and shipping qualities. Red Rich does not mush up when thawed, due to its firm meaty quality, and in addition is very sweet, requiring little sugar.

3. High yield. It has produced a June crop comparing favorably with June bearing varieties, followed by a heavy everbearing crop up to frost.

4. The Red Rich plant is said to be the largest of strawberry plants, the crown and root system being exceptionally large, as well as the leaves. This sturdiness makes for disease resistance and capacity for its outstanding yields.

5. Red Rich has withstood temperatures of 30 degrees below zero without benefit of snow cover, with no noticeable winter injury.

Mr. George W. Nelson wrote on Feb. 3, 1950:

I have examined hundreds of strawberry varieties since 1914 in my work as a nursery inspector in Minnesota and have grown 5 to 7 acres yearly since 1935. It is my opinion that the new Hagerstrom everbearing variety (now named Red Rich) is much superior to any everbearing variety from every standpoint.

As a dessert berry it combines the high quality of the Wayzata (honey sweetness) and the Fairfax (which are its parents) with high yield. The flesh of Red Rich is firm and red clear thru, the core is small and the berry ripens evenly under normal conditions. It has an attractive red glossy color. It is not surpassed as a freezing and processing berry in my opinion.

It stands up well and ships well. During last summer's hot weather berries which had been picked on the ripe side were still salable after three days in room temperature. When kept in a refrigerator the berries were still good after 10 days.

Then as an early season berry (June crop in Minnesota) it appears to be an excellent variety. We picked the first berries



on June 6 and the last berries of this crop on July 6. The quality was high and the berries maintained size thruout the season and tho no record was kept, it looked to me as if it yielded as much as any of our commercial varieties such as Premier and Beaver. I am planting half of my commercial acreage to Red Rich during the coming year.

Sincerely yours,

(Signed) George W. Nelson

(See other letters on pages 7 to 14 inclusive.)

## RED RICH PLANTS

These plants unconditionally guaranteed. Any replacements needed free of charge for plants and postage.

12	25	50	100	250	500
\$2.95	\$5.00	\$8.50	\$15.00	\$32.50	\$55.00

Postpaid. Limit of 500 per customer

Plants shipped direct from growing fields,  
some from Indiana, some from Oregon

## ON KEEPING OFF BLOSSOMS

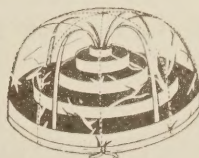
On newly set strawberry plants, blossoms should be removed as soon as they appear for at least two months or until the plants are well established, after which they may be left on and the berries allowed to develop, and you can expect to pick ripe berries till frost. Ignore any instructions you may see to keep blossoms off till July.

## PYRAMID ACCESSORIES for large Pyramid only



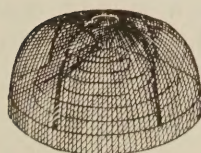
### SUPPORT STRIPS

If you plan on using either plastic cover or netting, strips must be installed first as support.



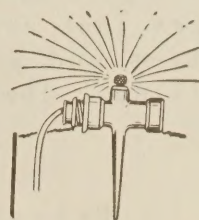
### PLASTIC COVER

New type, weathers well. Acts as a cold frame or greenhouse for early planting and frost protection.



### NETTING

Covers support strips and protects bed from birds. Also holds leaves in winter as cover.



### COMPLETE SPRINKLER

Includes nozzle, copper tubing and hose connection at base. Runs through bed and out under bottom band to connect with garden hose.



## 20TH CENTURY EVERBEARING STRAWBERRY

20th Century strawberry has been popular for a good many years in the West, and now some in the East claim it is the best everbearer they have tested. It has been grown commercially over a wide area in the West. It is productive and has a very excellent flavor. It is inclined to turn dark on standing.

## UTAH CENTENNIAL EVERBEARING STRAWBERRY

Utah Centennial is said to have been a chance seedling which appeared in a planting of 20th Century, Rockhill, Streamliner, Evermore and Lindalicious. Most reports we have received state that after growing 20th Century and Utah Centennial side by side they could see no difference between them. But two reports we have received have rated Utah Centennial as superior to 20th Century. The last such report stated that they have found Centennial a much nicer berry than the old 20th Century. They are in Oregon and are the people who are growing our plants. We have dealt with them for many years and have found them very reliable.

## LASSEN, SHASTA, DONNER STRAWBERRY PLANTS

**LASSEN.** Lassen is the most popular commercial variety in Southern California at the present time, due to its tremendous yield, outyielding all other varieties tested at the testing grounds at Paramount. It bears a good sized berry which has a bright glossy red color which makes a very attractive appearance in the basket. In flavor it is the poorest of the seven named University varieties.

**SHASTA.** Shasta is the variety which finds most favor among commercial growers in the northern part of the state. It is a large, round berry with an excellent flavor and one of the best of the University varieties for freezing. It is an attractive berry, but does not have the high gloss which characterizes the Lassen variety.

↙ **DONNER.** Donner is a large, rather roundish berry, and has the highest flavor of all the seven named University varieties. In a planting in Orange county Donner produced a very fine crop of good firm berries last spring. The crop was a month earlier than other varieties and brought a very high price and the grower made a "killing". They produced no fall crop.



# RED RICH EVERBEARING STRAWBERRY

PLANT PAT. 993

(PLANT PATENT No. 993)

**red rich**

EVERBEARING

TRADE MARK

See Color Photo on Front Cover

\* \* \* \* \*

## READ WHAT GROWERS SAY OF RED RICH

ORCHARDS, WASH., 10/4/52: RED RICH is superior to all other varieties we have tried. SUPERFECTION grew well here, made nice plants and large berries, but we did not like the flavor - too tart. We were unable to detect any difference between 20TH CENTURY and UTAH CENTENNIAL. Both produced fine-flavored berries, but our plants never grew too well and had a stunted appearance.

As a result, we plowed under all varieties except RED RICH. We are very enthusiastic about RED RICH. We planted some in the fall, and had a very nice spring crop, followed by a fall crop beginning the first of August that was excellent. We are still picking berries from those bushes, and it looks as though the berries would last until Christmas if we had a California climate.

The plants have grown faster and better than any other variety we have ever tried, in spite of having had no cover crop nor commercial fertilizer on the ground. The berries in August were really huge, with hardly any small ones. Later in the season we had quite a few small ones, but we feel that we didn't fertilize or water them enough.

Many of our customers already prefer RED RICH to MARSHALL, the standard variety in this area, although this is the first year that we have sold the RED RICH berries. We prefer RED RICH also because of its superior flavor and better keeping qualities.

Right now we sincerely believe that RED RICH is the best strawberry on the market, bar none. It appears to be quite disease resistant, and we are very happy with RED RICH in all respects.

CARLSBAD, CALIF., 10/7/52: The RED RICH plants far exceeded our expectations in every way. We have flowers and green berries on the plants now. Thank you for past courtesies and attention. Your honest endeavor to supply us with *really* great strawberry plants was a pleasure and satisfaction seldom encountered in these money-grabbing days.

LOS ALTOS, CALIF., 9/2/52: RED RICH have done so well we are yanking out all other varieties.



BAKERSFIELD, CALIF., 11/7/52: We think RED RICH are going to be superior to the ordinary everbearing plants. First, their flavor is constantly good even in hot weather when the other berries are flat and mushy. Second, the RED RICH hangs its berries firmly, keeps better than any others we have tried, and is easy to keep in order. We are well satisfied with them.

EL MONTE, CALIF., 11/14/52: RED RICH have done wonderful, much better than I expected. We are still picking berries and there are a good many blooms. RED RICH are the finest flavored berries we have ever found.

RIVERBANK, CALIF., 11/15/52: The RED RICH had only been in the ground a few weeks when I had to be away for six weeks.... By the time I got home they were a sorry looking bunch of strawberries, but they were alive anyway. I immediately removed all berries and blossoms, loosened the soil around them, worked in some blood meal, and worked in compost and oakleaf loam around the plants covering that with excelsior. Well, those plants came to life in a hurry, and some were so far gone only a tiny bit of green was showing. I kept the blossoms picked off until the plants had grown big and husky which they did in a very short time. I arrived home May 4th and by the middle of June the plants were loaded with berries and we've been eating them ever since. Here it is the middle of November and we are still eating them and they are loaded with blossoms.

We only had 12 plants to begin with or rather there were 13 & every one lived. I had never seen such healthy plants on arrival as they were. The flavor and color are wonderful. They make the best jam I've ever made compared with strawberries raised by me or bought on the market. I had BANNER once and they were nothing but a headache to me.... I guess by this letter that you know I'm more than satisfied with my RED RICH strawberry plants.

MEDFORD, OREGON, 11/8/52: RED RICH most satisfactory, flavor and sweetness wonderful, color really rich red, size much larger than average, with many unusual flat berries. Yield has been heavy, still bearing so have not tried the frozen berries....We are thoroughly happy with them.

EUREKA, CALIF., 11/5/52: RED RICH still loaded with blossoms, green and red berries. Wonderful flavor, very sweet with good red color, medium and large berries. Very good keeping quality. The yield better than other varieties I have.

SUNNYVALE, CALIF., 11/8/52: RED RICH made an excellent showing this year. They commenced to bear in May and have borne continuously since that time. There are ripe and green berries on the plants at the present time. The berries are a deep red color clear through & of a very fine flavor with a real strawberry aroma. In color, size, flavor, yield they are superior to any other everbearing variety of which I have any knowledge.



HAYWARD, CALIF., 11/6/52: I have found RED RICH the *finest* I have ever planted. Its sweetness, color, bearing (even the silly runners are in bloom) and growing qualities away above par. I like them so well that I am getting more.

MAPLETON, OREGON, 11/11/52: RED RICH are wonderful. I also got some BRILLIANT plants, and there was absolutely no comparison. The RED RICH are really something - in every way.

SAMUELS, IDAHO, 11/7/52: We are very pleased with RED RICH. Flavor and color are excellent and with us they are very productive. In every way they are tops.

SAN BRUNO, CALIF., 11/4/52: I have grown strawberries in Montana, Washington, Oregon and California, and I have never seen such fine berries as the RED RICH variety. I started with 25 and between April and September they had multiplied to 300 plants. They are particularly good in a heavy soil such as is widespread in this area, and ripen well in this cool coastal climate. I would class them excellent in every respect. They are still bearing moderately in November.

PLAINFIELD, N. J., 11/5/52: RED RICH plants we bought from you this spring are still bearing large size berries even though we had some hard frosts....This everbearing berry cannot be recommended highly enough by me, for it is in a class of its own, in taste and size.

SANTA CRUZ, CALIF., 11/5/52: RED RICH has outdone all other varieties I have ever grown. They are tops with me.

SPOKANE, WASH., 11/15/52: RED RICH are simply "out of this world" in every respect - size, color, and flavor and the ability to withstand killing frosts with temp. as low as 25 deg. The plants, set out in April, started bearing in mid-June & lasted until the 2nd of Nov., which is extremely unusual in this section of the Northwest.

JACKSON, CALIF., 11/8/52: We can't praise the RED RICH strawberry enough. The berries are larger and with a far better flavor than any that we have had....We have had frost here for a couple of weeks and still we are picking berries.

LEBANON, OREGON, 11/4/52: RED RICH far exceeded my expectations. The flavor is delicious and their rich red color remains in jams, jelly or canning. Some of our friends say they have never tasted a berry with that "just right" flavor. It isn't too sweet nor too tart.

SALT LAKE CITY, UTAH, 12/3/52: The RED RICH berry in my small test garden this year was by far the best of six Everbearing kinds. The flavor was very good and the berry was a very good color and sweet and what a yield, from early spring and until covered with snow they had fruit and flowers at all times. They bore three times as many berries as the next best, UTAH CENTENNIAL, and the fruit was very large, almost too large. I think you have a real berry in RED-RICH.



- GREENFIELD, CALIF., 11/4/52: The RED RICH have borne heavily and continuously; I have never had such success with an everbearer before.
- LOS ALTOS, CALIF., 11/3/52: After a slow start, the RED RICH began bearing like crazy and kept it up after other varieties folded. Berries plentiful, large, appetizing color, excellent taste. Have taken out other varieties and replaced them with RICH REDS.
- MADERA, CALIF., 11/4/52: I am more than pleased with RED RICH. The plants arrived here late but they started in and never stopped, lots of berries all summer and fall. The berries will keep in the refrigerator for two weeks and be just as fresh and crisp as if they were just picked that morning.
- SAN LUIS OBISPO, 11/4/52: Our RED RICH berries have borne fruit continuously since about a month after we set them out early in 1952. The fruit is exceptionally good. The plants bear heavily and are very satisfactory.
- CUCAMONGA, CALIF., 11/6/52: The 100 RED RICH proved to be very satisfactory. In this hot dry climate some varieties we have tried were failures. To date we have picked 80 boxes of excellent berries and the vines are still blooming. We consider them the best variety that we have tried.
- SAN MATEO, CALIF., 11/25/52: We enjoyed the RED RICH strawberries very much. They are heavy bearing, of wondrous size and very tasty. They have increased by almost half.
- PHILLIPSBURG, KANSAS, 11/24/52: Our RED RICH strawberry plants and bed were a real success. We plan to order another bed this spring. Our weather was dry but we watered them and they were fine.
- VISALIA, CALIF., 11/7/52: My RED RICH strawberries grew very good. Only lost 5 plants. We have terrible alkali and think they did very good not to lose more than that. Some of the plants are big as dinner plates now and loaded with berries and blooms right now. Really do like them very much.
- ARCATA, CALIF., 11/5/52: RED RICH berries are wonderful. The berry has a taste all their own. They are more delicious than any strawberry I've ever tasted. They still have berries and blooms on them now. They are better for deep freeze than any others I've tried.
- REDWOOD CITY, CALIF., 11/13/52: RED RICH is the finest strawberry brought out to date. It is red clear thru, grows to enormous size, very prolific, and at the same time sends out plenty of runners for replenishing plants. For planting late we were well satisfied with results. Plants received were better by 1000% than some other plants I received at the same time. All lived.



DUARTE, CALIF., 11/13/52: Our RED RICH did wonderfully well, the best berries we ever had as to size and flavor; we are getting berries every day and expect some for a long time yet as every plant is covered with flowers and small berries.

SARDIS, B. C., CANADA, 11/12/52: We like the RED RICH strawberries very much. We still have flowers and green berries and ripe ones on yet, too.

BELLEVUE, WASH., 11/7/52: Our RED RICH strawberries are our prize possession. We put them in in the spring and they are still bearing. Not only are the berries grand but also make a nice ground cover. They were a wonderful investment.

CHINOOK, WASH., 11/13/52: Our RED RICH strawberries are ahead of any we have ever tried. This is Nov. 9 and we have large berries ready to ripen yet. They still have a sweet flavor this late in the year. They have almost the flavor of wild berries and freeze well. I'm sure anyone trying them will be pleased with them. Would recommend them to anyone.

PUYALLUP, WASH., 11/14/52: RED RICH are excellent. We cut off the first berries, but the later crop was very abundant, the berries very large, and most flavorful. Almost everyone who shared them with us remarked how GOOD they were.

HEPPNER, OREGON, 11/13/52: This is the second season I have planted RED RICH strawberries. I bought a dozen from an eastern firm - 7 of these plants lived - no replacement on those which died. I bought 25 from you this year and you replaced those which did not live. I much prefer these berries to any ever-bearing I have tried both as to flavor and firmness. I expect to eventually have all RED RICH plants.

CHELAN, WASH., 11/12/52: RED RICH are a wonderful berry, both in flavor and high yield. We think they are the finest berry we have ever raised.

PARADISE, CALIF., 11/14/52: The RED RICH berries exceeded my expectations, the flavor was beyond any berry we ever ate, also for sweetness and yield, and the size extra large. My plants all grew, and we had ripe berries Nov. 10. I will not plant any other variety in the future.

FAIRFIELD, CALIF., 11/14/42: My RED RICH, in a Pyramid Garden, did extra well, in spite of late planting. Heavy bearer, and lovely firm sweet berry, larger than the STREAMLINER.

BERKELEY, CALIF., 11/26/52: The RED RICH strawberries have done very, very well. Due to bad weather we stored them in the refrigerator for awhile, finally getting them out Mar. 22. Flavor is very good, color splendid, and they outbear anything I have ever seen. Are still full of buds, blooms, green and red berries.



SALEM, OREGON, 11/18/52: The RED RICH strawberries certainly are a "wonder". Better in every respect than any everbearing strawberry. Compared it alongside STREAMLINER and ROCKHILL. You sent wonderful plants and am very well pleased with your prompt service.

UPPER LAKE, CALIF., 11/12/52: RED RICH is a wonderful berry. The berries have a fine flavor sweet when not irrigated too much. Some berries measure two inches across, an eye-catching berry as well as plant which are more like a bush. Good keepers, will ripen in frigidaire when picked partly green. That is something I never saw other varieties do. There are blossoms, green and ripe berries on them now and it frosts every night but the plants show no sign of frost. I think they are the only strawberry to plant.

KIRKLAND, WASH., 11/8/52: The RED RICH strawberries was something I never expected. Every plant was perfect and they never know when to stop bearing, they are full of berries now. The few plants I had has been enough berries every day all season.

VISTA, CALIF., Sept. 1951: RED RICH are delicious, the best we have ever tried. We like the RED RICH so much better than the UNIVERSITY types which are grown at Oceanside, and we hope to plant more next year.

MODESTO, CALIF., 9/5/51: We also find the RED RICH strawberry very satisfying as an everbearer. The plants were planted late we thought but they commenced bearing and have borne steady all season and are still at it. They are firm texture and fine flavor. We would be in the market for plants for an acreage if we could get them reasonable enough since we see what they are like.

ESCONDIDO, CALIF., Sep. 1951: We planted our RED RICH strawberries alongside a patch of KLONDIKES; the RED RICH were twice as large and had twice as many berries as KLONDIKE.

CORNVILLE, ARIZ., 9/4/51: Your RED RICH strawberries have been extremely successful here in a very hot, dry climate, the size, flavor and yield are exceptional and their keeping quality is best of all. We have Wayzata here already but intend to replace them gradually with RED RICH. I am enclosing this with my new order for RED RICH.

ARCATA, CALIF., 9/27/51: Though our RED RICH berries were not in the ground until May, yesterday we picked enough for shortcake for 5 people, and had actually picked numerous berries before since the first of this month. Because we had not expected much more than to perhaps sample the berries this season you can see how amazed we have been to not only have the largest berries we have ever seen, but from 24 to 30 berries in all stages on all our plants, and altho the nights are damp with fog and mists, the sun only a matter of a few hours afternoons, the berries are ripening without rot or trouble, and are of excellent quality, and of giant size. We are well pleased with our investment.



AZUSA, CALIF., 9/8/51: RED RICH is simply beyond compare, is the opinion of my entire family. The size, quality, quantity and delightful aroma and the beautiful large plants are unsurpassed. As my daughter-in-law says, it tastes and smells like the strawberries pictured in catalogs should.

McFARLAND, CALIF., 9/13/51: I planted 4 kinds of strawberries this spring. The RED RICH were far the best of the bunch.

OJAI, CALIF., 9/10/51: Your RED RICH strawberry plants are the best - and I'd like to have more. They are wonderful - I counted the berries on one plant - 74 berries. So I'm doing away with my other kind and planting only yours.

DEL MAR, CALIF., 9/4/51: Our RED RICH berries have done very well indeed. We have only a small number, but they furnished us with berries for the table as well as a few for preserving. We are well pleased with them.

SARATOGA, CALIF., 9/1/51: RED RICH are the best strawberries we have ever had in every way, and we have had a good many different kinds. Reserve 200 plants for me early in 1952.

YAKIMA, WASH., 9/18/51: I am very pleased with my RED RICH strawberry plants. The berries are very large and one time I counted 80 berries on a single plant in various stages of ripeness. I had small patches of two other varieties but the RED RICH was very much superior. The berries are on long stems so do not mold or rot as the others do. The neighbors have all been amazed at the large amount of nice berries we got from such a small patch.

NAPA, CALIF., 9/6/51: We are well pleased with the RED RICH strawberries. They are large and bear good. We have 24 plants and about the same of another variety, the RED RICH have lots more and larger berries. The flavor is good, also color and firmness.

CITRUS HEIGHTS, CALIF., 9/6/51: RED RICH seem to bear steadier than the other 3 varieties I have. The flavor and color are tops. I plan to expand on RED RICH next season.

RIVERA, CALIF., 9/5/51: My RED RICH are doing very well at the present time. I agree they are the best tasting berry I have ever tasted.

TRINIDAD, WASH., 9/5/51: The RED RICH strawberry plants have done *very* well. We are highly pleased with size, color and flavor. The sweet, *real* strawberry flavor is outstanding. Have done much better than ROCKHILL planted alongside.

LITTLE RIVER, CALIF., 9/16/51: The RED RICH strawberries are doing extra well, better than the best of two others. RED RICH had more berries, good size, larger than the average, good color, nice and red all through, good sweet berries of fine flavor, firm, not soft and squashy, did not easily rot. Full of berries now.



CORVALLIS, OREGON, 9/5/51: RED RICH are the most delicious strawberries I have ever eaten. For the first season I think the yield has been very good. They are large, firm, sweet and a gorgeous color. They surpass all the other strawberry varieties.

PARADISE, CALIF., 9/5/51: I agree with the Ill. Exp. Sta. that the RED RICH is by far the best I have ever seen. In the first place the plants were much larger and stronger than any I bought locally. They arrived in perfect condition. The berries were the first to ripen and the yield was greater than any of the others. I also tried 20TH CENTURY, STREAM-LINER, SUPERFECTION and ROCKHILL. RED RICH cannot be topped in sweetness, flavor, appearance, size and color.

LOS ALTOS, CALIF., 9/21/51: We have had very good results with our RED RICH strawberries. I have another variety of strawberry and compared to it, the results of the RED RICH is amazing. The RED RICH are much larger, firmer and the color is so much prettier. The flavor is much better - in fact, I froze a number of pints of the RED RICH at the beginning of the season - and they are just as perfect now as when they were picked.

SEATTLE, WASH., 9/12/51: My RED RICH strawberries are doing fine, always full of blossoms and berries in all stages of development. Most of my berries are average in size, with some extra large. To make room for them I turned over a plot of lawn, which turned out to be a gravel bed. But they produce berries galore. They are firm, watering does not seem to injure them. Color and appearance are beautiful, shiny red with yellow seeds. They make superb strawberry jam. I once tried ROCKHILL strawberry, which was a total loss. RED RICH in my opinion completely fills the need for an ever-bearing strawberry.

DOWNEY, CALIF., 9/21/51: We like our RED RICH strawberries very much. It bears well, is rich in color and flavor and plants are prolific and healthy.

YORKVILLE, CALIF., 9/22/51: The RED RICH strawberries are the best ever, and they are doing better than I ever expected.

MEDFORD, OREGON, 9/14/51: My RED RICH strawberries are wonderful. They have grown into fine plants. We kept the blossoms picked off until July, since then we have been getting big red (all the way through) very sweet and firm berries of excellent flavor (a bit like wild strawberries) - it is unbelievable the way they keep. We have them in a raised bed using ground corn cob as a mulch. Our other berries cannot be compared with them.

BERRY CREEK, CALIF., 10/1/51: Your RED RICH plants were the best I ever received. I have 20TH CENTURY, CENTENNIAL and STREAMLINER, the RED RICH are the best. Our elevation is 3500 feet and they do well here.



## NORTHWEST STRAWBERRY

The Northwest strawberry was developed at the Puyallup Experiment Station for trial in districts where the Marshall could no longer be grown successfully due to the presence of the virus disease known as yellows. Northwest showed marked resistance to this disease, having in its ancestry some of the most outstanding varieties for yield, quality and disease resistance.

This variety is now in its fourth year and is said to have really got into its stride this year, it being estimated that 30% of the frozen strawberry pack will be of this variety. Its success has been greater than anticipated. Its greater yield, firmness and longer harvesting have contributed to this result, the Marshall having suffered from sogginess because of early rains. Packers expect that in a few years Northwest will surpass Marshall in popularity.

Typical berries of Northwest are long conic in shape, except in the earliest pickings when many are broadly wedge-shaped. With normally vigorous plants berry size has been large to very large in early pickings, dropping off gradually to medium size at end of season. Color of berries has shown some variation, being excellent at Puyallup and Centralia, somewhat darker at Vancouver and slightly lighter at Mt. Vernon. At Puyallup the color is bright crimson with a high gloss which has distinct eye appeal. The flesh is firm, not hollow or only slightly so in the largest berries, and uniform light red throughout. The large green cap is easily removed in the field, leaving no stem, when being picked for quick freezing, a decided asset. It has typical strawberry flavor without the undesirable sourness or bitterness found in some varieties.

The ripening season is late, beginning about a week after first picking of Marshall. This characteristic may help it to escape blossom damage by frost, and will extend the marketing season. Northwest is a single crop variety, showing no tendency to the everbearing habit.

In almost all cases sliced samples have been superior to Marshall in appearance, the slices holding their shape better because of firmer texture. Frozen whole berries have been exceptionally good. Canned samples have been rated superior to the best canning varieties. Prices on page 33

### BRILLIANT EVERBEARING STRAWBERRY PLANT PATENT No. 1183

Looking for a very heavy producer? Try Brilliant. It produces large, glossy berries a few weeks after planting and keeps right on producing till fall. Often called the Super-Bearer. Brilliant is a bright, glistening berry with outstanding production of big crops during months when many strawberries are a fond June memory. Brilliant rates as a good freezer.

PRICES, POSTPAID, PLANTS GUARANTEED.							
12	25	50	100	250	500	1000	California custo-
\$1.75	3.25	5.75	9.95	18.75	42.85	75.00	mers add sales tax.



## ROCKHILL STRAWBERRY EVERBEARING

Rockhill is one of the favorite strawberries on the Pacific Coast. It is in high favor in Oregon and Washington as well as in California. It is very popular in the Monterey-Pacific Grove-Carmel district as well as in Southern California and elsewhere in California.

It usually makes very few runners, although it has been known to make runners under heavy irrigation and fertilization. It makes large crowns and being usually practically runnerless is propagated by crown divisions. It is very productive, with large red berries of very delicious flavor. It produces a full crop the same year as planted.

### READ WHAT GROWERS HAVE WRITTEN US:

A Garden Grove, Orange Co., grower wrote Aug. 10, 1949: "Remember the Certified Rockhills you shipped me last December? Well, they have been really 'doing their stuff', we are picking since April and so far 155 boxes, five to eight boxes every other day, pretty good for 200 plants, eh, what? I planted 12 to 15 inches apart in rows 4 feet apart, mulched them well with rye straw and kept them well watered, they are continually filled with bloom & new berries. When the neighbors look at them they just can't believe their eyes."

On Oct. 26th he wrote: "The Certified Rockhills are still going strong, and I am getting another 10 rows ready for a planting, the same time I planted last year (1st week in Dec.). Please have 500 plants (Certified Rockhills) reserved for me shipping Dec. 1st.

"It looks as if there will be no dormant period of my Rockhills this year, for they are full of pink, green and bloom and we are still picking three times a week. (Since April). Don't seem right, does it?"

A San Gabriel, Los Angeles Co., customer wrote Dec. 11, 1947: "Rockhill is *wonderful*. They ripen evenly all the way through and even when not fully ripe are sweet, with a wonderful flavor. They seldom rot even when touching the ground. However, they seldom touch the ground as the Rockhill habit is to bear the blossoms and berries on long stems which hold the fruit out of the dirt and away from sow and pill bugs, etc. They have borne continuously, large, (and I mean *large*) beautiful berries in great quantity and only yesterday I picked a pint from the 50 plants I have growing as a border of my flower bed. They are still full of blossoms and green berries. The Rockhill has wonderful aroma, also." She had other varieties, too, including Streamliner, but rated Rockhill as by far the best.

A Vista, San Diego Co., grower wrote Nov. 19, 1947: "I have a small patch of ROCKHILL strawberries which you shipped me last spring. They have been doing extremely well and have been bearing fruit all summer until now."



## STREAMLINER STRAWBERRY EVERBEARING

Streamliner originated in the mountains in northeastern Oregon at an elevation of 3,000 feet where it gets very cold, so it is very hardy. The berries are large and hold their size well throughout the season; conical, almost round in shape, glossy red in color both fresh and preserved, very sweet, delicious in flavor and highly aromatic.

It makes a good fruiting bed and the runner plants yield a good crop the year plants are set. Its spring crop is said to compare favorably with leading standard varieties and it continues to produce until frost.

### READ WHAT GROWERS HAVE WRITTEN US:

A San Francisco man, June 28, 1949: "Streamliner were forced to the limit last season and had an excellent crop, almost continuous through season....After growing nearly every so-called "Everbearer" on the market, my preference is Streamliner for every purpose including shipping and fast freezing."

A grower at Acampo, San Joaquin Co., Oct. 3, 1946: "I purchased 1000 Streamliner strawberry plants (from you) last year and am very well satisfied with them. They are the best all-around berries I ever raised and yield as good. They are very large in size. The color and flavor are excellent. They have good aroma and are as firm as the average strawberry."

"We have had lots of compliments from people who have bought our Streamliner berries. We are picking more berries at present than we have at any time this summer." He bought another 5,000 Streamliner plants from us that season. And on Dec. 27, 1948, he wrote: "The Streamliner strawberries are wonderful."

A Seattle man, in ordering Streamliner plants Oct. 25, 1947: "My neighbor set out 100 Streamliner plants from you last spring and they have done very well, the best everbearing strawberry I have seen yet, and still bearing at this late date."

A San Fernando Valley grower at Chatsworth, Jan. 2, 1948: "We are happy to tell you that the Streamliner berry is more than anyone could expect. They bore abundantly and the size was very gratifying. Through the peak of the season we averaged one cent per berry gross. We sold to the wholesale market until the end of October. When they were in the flats ready to go they were a sight to behold."

A Ventura grower, Nov. 21, 1947: "Last March I set out 1,500 Streamliner and began picking berries AUG. 1. To date I have picked 1,460 12-oz. boxes of berries. I sure am pleased with them. Everybody who has tasted them likes them very much. I've picked some of the nicest berries I have ever seen from these plants. The plants still have lots of green berries on them. Several people who have bought berries from me want to get plants next spring."



## OLALLIE BERRY

A Cross of Young x Black Logan

Far Outyields Boysenberry

In Santa Barbara Olallies yielded 3 times as much from a one-year old planting as a much larger planting of Boysens, producing about 2 12-basket trays per plant. Next year they should do much better as they have over twice as many and larger canes. They were 3 weeks earlier than Youngs and 5 weeks earlier than Boysens, the first picking made the last week in April, the early pickings bringing \$5 per tray, being the only berries on the market except strawberries. And in spite of being 5 weeks earlier than Boysens the Olallie crop lasted till after the Boysens were all gone.

In Riverside Co. Olallies outyielded Boysens  $2\frac{1}{2}$  to 1; in Orange Co. they yielded 15 tons per acre, with demand much larger than supply.

A Seattle grower wrote: "Your Olallie berry is the finest blackberry I have ever grown, and on account of its habits I thoroughly enjoy picking them."

Williams & Son Prod. Co., L. A. Terminal Market stated: "We could have sold thousands of trays more of the new Olallie berry this past season. Because of its choice color, large size, exquisite taste, lack of seeds and plump firmness, these berries proved top quality. Being first on the berry market the demand for Olallie berries will continue to be far greater than the supply for years to come."

Cleugh's Frozen Foods of Paramount stated: "Definitely there is a strong demand for Olallie berries among the frozen fruit operators. These new Olallies freeze firm and do not bleed, making a top pack. Where introduced to the 'pie trade', the demand far exceeds the supply. Much more acreage is needed to fill the demand."

Olallie is resistant to verticillium wilt and sunscald, to both of which Boysen is subject, is said to stand more cold than Boysen and Kayberry and resists adverse soil conditions far better than Boysens, raspberries, strawberries, etc. Berries are easy to pick, firmer and better keepers and shippers than Boysens, well adapted to canning and freezing and are delicious fresh and in pies, cobblers, jam and jelly.

### PRICES OF PLANTS

5, \$2.50; 10, \$4; 25, \$8; postpaid  
50, \$12; 100, \$17.50; 1000, \$125; F.O.B.

CALIFORNIA CUSTOMERS ADD SALES TAX





OLALLIE BERRIES (actual size)

## ↓ KAYBERRY

The Kayberry is said to have originated in Washington, a cross of the wild blackberry x Loganberry. The berries are black when full ripe and resemble the Olallie berry in size, shape and color. In Orange Co. we have noticed that some of the Kayberry drupelets failed to develop although Olallie berries alongside them developed all right. We have not seen any such fault in Kayberries either here or Ventura Co. or in Washington. Some people in Los Angeles and Ventura counties have said that they found the flavor of Kayberries to be better than the flavor of Olallies. Kayberries seem to be less productive than Olallies and the canes have more thorns and they are said to be more susceptible to cold.

### WHAT USERS HAVE SAID OF THE KAYBERRY:

*Mrs. Wickman's Home-Made Pies, Seattle:* Kayberries are delicious, different, delightful. Our customers are pleased with their wild blackberry flavor and are demanding more and more. Kayberries are unique in the berry field and their future is assured.

*Frederick & Nelson, Seattle:* Regarding the result of our experiments with this berry...the Kayberry was a very outstanding and delicious berry. The flavor, we thought, was superior to any of the common berries such as Loganberries, raspberries, etc. We tried the berry in pies, cobblers and sherbet and each of these items was very delicious.

PRICES OF PLANTS: 5, \$3; 10, \$5; 25, \$10 - postpaid.  
CALIFORNIA CUSTOMERS ADD SALES TAX



## ↘ BOYSENBERRY

This popular berry is very large and has a sprightly and delicious flavor. In color it is very dark red, almost black when fully ripe, being identical in color with the Youngberry, but larger in size. It yields over a period of six weeks or more. It is highly prized for juice, jam, jelly, canning and quick freezing..It ripens about two weeks later than the Youngberry.

## ↘ YOUNGBERRY

The Youngberry was the result of a cross of the Austin Mayes dewberry x Phenomenal berry which is a Luther Burbank creation similar to the Loganberry. Youngberry is similar in color to the Boysenberry but is not so large, is a little firmer and a couple of weeks earlier. It will make more juice than the Boysenberry and it has a delightful flavor all its own. In yield it is not equal to the Boysen.

## ↘ THORNLESS BOYSENBERRY

A large commercial berry grower in Oregon told us that the Thornless Boysen outyields the thorny kind in spite of the berries being smaller, as well as being easier and much less expensive to pick and to handle the vines. And a Tennessee grower told us that the Thornless Boysen outyielded the thorny Boysen by 20% and related similar reports from other points in the South.

This variety is a sport from the regular Boysen. It ripens about two weeks earlier than the regular Boysen, about with the Youngberry.

## ↘ THORNLESS LOGANBERRY

The Thornless Logan has practically supplanted the thorny Logan. A large commercial grower in Oregon told us that the Thornless Logan outyields the thorny Logan besides its being much less expensive to pick the berries as well as to train the vines.

The Loganberry is a large, long berry of an attractive deep red color. It originated in California and has been successfully grown on this coast for many years. It is a tart berry which is highly prized for juice, pies, jam and jelly. Its flavor is delightful and different from any other.

## SPARKLE RED RASPBERRY

This new raspberry has been growing on the place of Walker Ferguson in Escondido, California, for two or three years, its parentage being unknown. It is outstanding in flavor and in bright, light red color and holds its color on standing whereas some raspberries turn dark on standing. We have had them in the refrigerator for eight days after bringing them up from Escondido and they were still firm and in perfect condition and had not turned dark. We saw some fresh picked Sunrise raspberries at a grower's place in Covina the day we brought the Sparkle berries up and the Sunrise berries were turning soft and dark. Sparkle berries have been quick frozen and were still in perfect condition after a year.

Growing alongside Bonanza the Sparkle berries were larger and had four times the yield and brought more in the market. At the store they told Mr. Ferguson that the berries were sold before he brought them in and that they were the only *good* raspberries they ever get.

At Escondido Sparkle has produced a spring and a fall crop with some crop through the summer, whereas Bonanza had only one cane with any fall berries. We saw a cane on a Sparkle bush planted last January which had over 500 berries on it in June.

From 24 Sparkle plants Mr. Ferguson picked over 500 baskets last year. The canes are vigorous and long and make an abundance of fruit spurs, with small spines, and the berries are easy to pick.

### PRICES OF PLANTS

5, \$3.50; 10, \$6; 25, \$12; 50, \$22.50 - postpaid

SUPPLY LIMITED - ORDER EARLY



Sparkle raspberry plant with over 500 berries. Planted Jan. 1953, photo taken June 1953.



## ↓ CANBY RED RASPBERRY

This new raspberry was developed at the Oregon Experiment Station, a seedling of the cross Viking x Lloyd George, and has just been named and released. The berries are large, only slightly smaller than Willamette, have good color and flavor, keep well as a fresh market berry and are very satisfactory in the frozen pack. At present no other red raspberry grown in Oregon has this combination of characteristics. When plants are well grown yields have equaled those of standard varieties.

Canby berries appear to be especially well adapted for local markets and long distance shipment. In this respect they seem definitely superior to those varieties now grown in Oregon. Their bright, medium-light red color gives them an attractive appearance superior to that of Willamette berries. Canby berries also have been found to be among the best in retaining color, firmness and texture after holding at room temperature for several hours and in cool storage for three days. They are superior to berries of the Washington variety which are much too soft for local markets and long distance shipment. Canby berries are also much larger than Washington or Cuthbert.

The typical raspberry flavor is not quite so strong as in Washington or Cuthbert, and because the flavor is not quite so intense, Canby is more pleasing to many people than Washington or Cuthbert. The flavor of Canby, however, is more characteristic than that of Willamette and the berry is less acid, a characteristic which makes its dessert quality definitely superior to that of Willamette.

The canes of Canby are completely free of thorns, greatly increasing the ease of picking the berries and handling the canes, as well as making these chores less expensive. The canes are large in diameter, most good canes range from  $\frac{1}{2}$  to  $\frac{5}{8}$  inch in diameter. The large stocky canes produce flower and fruit buds closer together along the canes than do Cuthbert canes. Medium long, strong fruiting clusters are produced. They are not so long and have fewer berries per cluster than those of Washington. It is considered a mid-season variety.

Trial plantings in western Oregon and Washington have shown its suitability for this area. Under several different soil conditions, however, tests indicate a definite preference for soils that are deep, open textured and well drained, as well as fertile. These are the soil conditions under which all raspberries succeed best.

Canby is definitely more sensitive to unfavorable soil conditions than most other varieties, being similar to Washington in this respect. Because of this, no planting should be made on soil that is heavy and has a tight clay subsoil or on any soil that is poorly drained.

PRICES OF PLANTS: 5, \$2.50; 10, \$4; 25, \$7.50; postpaid  
50, \$10; 100, \$17.50; express collect

CALIFORNIA CUSTOMERS ADD SALES TAX

ORDERS ACCEPTED SUBJECT TO STOCK BEING AVAILABLE AT DIG-  
GING TIME AFTER PRIOR ORDERS ARE FILLED.

## WILLAMETTE RED RASPBERRY

Willamette is a very large berry, dark red, delicious flavor, very productive and easy to pick. It is very meaty and juicy and it appeals to the buying public on sight because of its large size. Growers like it because of its large size, high yield and ease of picking which reduces picking costs, the fruiting spurs standing out, holding the berries out where they are easy to reach in picking, having a decided advantage over Washington in this respect. Plantings we saw in Oregon and Ventura were doing wonderfully well, larger, easier to pick and more productive than Washington. Willamette is very popular with commercial growers in the Watsonville area.

## WASHINGTON RED RASPBERRY

Washington was developed at the Western Washington Experiment Station. The berries are slightly larger than Cuthbert and have an unusually delicious flavor, being sweet and delicately flavored and lacking the slight bitterness sometimes noticed in Cuthbert. It resembles Cuthbert in appearance but is a shade lighter red and a little earlier. The harvest lasts several days after the Cuthbert harvest has ended, and the yield is very good. Unlike Cuthbert, it is unusually hardy and not subject to winter kill. Washington has been used extensively for quick freezing.

## MUNGER BLACK RASPBERRY

The Munger blackcap is considered better adapted to Southern California conditions than most others. It has been the main commercial blackcap here for some years. The berries are large and juicier than most blackcaps in our dry climate. While blackcaps don't yield as heavy as red raspberries they bring more on the market.

## CUMBERLAND BLACK RASPBERRY

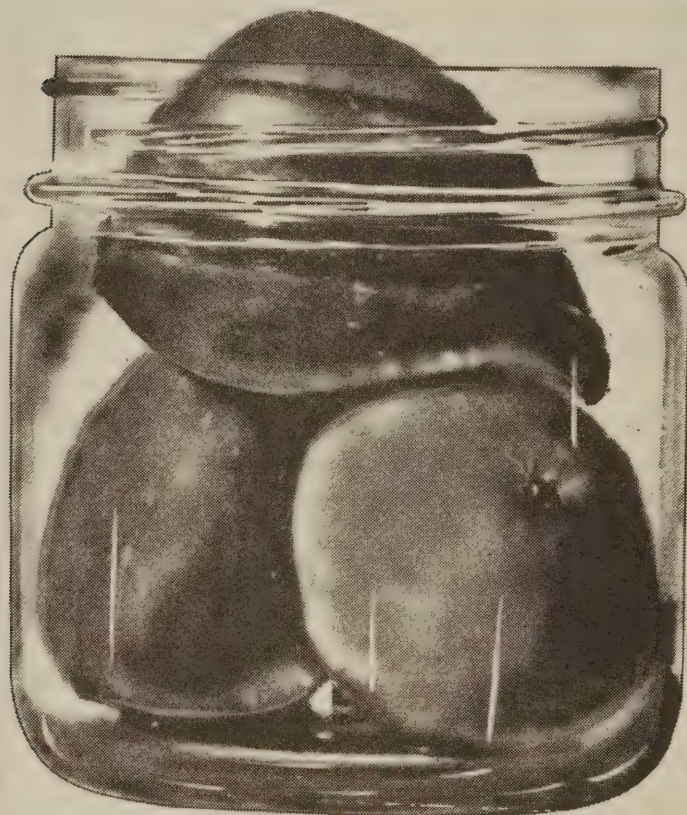
The Cumberland has been called the finest blackcap on the market. A bulletin of the State College of Agriculture said: "Cumberland is considered the best black raspberry for the Southwest. It has sold well on markets in Southern California. The plant is vigorous and productive but normally yields about 25% less than red varieties. The fruit is large, roundish conical, firm and of good quality. The season is late and long."



# 3 FIGS TO THE PINT

That's What You Get When You Plant  
THE SENSATIONAL

## ↓ THOMPSON FIG TREE



Gives You More for Your Money - and Garden Space.  
HERE IS WHY:

1. ITS AMAZING SIZE - 3 Figs Fill a Pint.
2. NO SUGAR NEEDED - It Is Nectar-Sweet.
3. BEARS 2 TO 4 HEAVY CROPS EVERY YEAR.
4. GROWN AS MUCH AS 20 FEET ACROSS IN 3 YEARS. Or may be cut back every year and kept low.
5. WILL BEAR ITS FIRST CROP SIX MONTHS AFTER PLANTING.
6. PERFECT FOR CANNING. The huge, dark purple fruit peels completely like a banana to a showy white undercoat. No sugar required; its luscious, strawberry-like flesh makes a delightfully attractive and appetizing pack.
7. DOES WELL ON COAST AS WELL AS INLAND. Here is one fig which will grow and bear successfully right up against the ocean front in spite of wind, fog and cool summers, as well as in the interior where it originated. It is as nearly everbearing as a fig can be; from frostless areas come reports of heavy crops of ripe figs as late as the first week in January.

Guaranteed to Bear - Each Thompson Fig Tree carries detailed planting and cultural instructions printed on a green tag...Look for the Green Tag...STURDY TREES IN 3 SIZES:

PRICES POSTPAID: 3-4 ft., \$3.50; 4-5 ft., \$4.25; 5-6 ft., \$4.75

CALIFORNIA CUSTOMERS ADD SALES TAX

# FRUIT TREES AND GRAPE VINES FLOWERING AND SHADE TREES

PRICES POSTPAID TO ANY POINT IN THE UNITED STATES

Fruit Trees.....	\$1.50
Armstrong Pat. Varieties...	2.25
Persimmons.....	3.00
Walnuts.....	3.00
Mahan Pecans.....	3.50
Daily News Varieties.....	2.25

Flowering Cherries.....	\$2.00
Other Flowering Trees....	1.75
Shade Trees.....	3.00
Grape Vines - European...	.50
Grape Vines - American...	.60
and Newer	

## PEACHES FREESTONE

- Mayflower
- Alexander
- Florence
- Nectar
- Babcock
- Aus. Saucer
- Red Haven
- Kim Elberta
- Golden Jubilee
- Hale Haven
- Strawberry
- Elberta
- J. H. Hale
- Fay Elberta
- Rio Oso Gem
- Indian
- Salway
- Miller's Late

## PEACHES CLING CANNING

- Fortune
- Peak
- Palora
- Gomez
- Guame
- Orange
- Sims
- Halford
- Cortez
- Strawberry
- White Heath

## NECTARINES

- John Rivers
- Gower
- Goldmine
- Quetta
- Stanwick

## APRICOTS

- Newcastle
- Early Bee
- Royal
- Blenheim
- Perfection
- Routiers
- Riland
- Tilton
- Moorpark

## ALMOND

- I. X. L.
- Jordanolo
- Ne Plus Ultra
- Nonpareil

## PRUNES

- Sugar
- Early Italian
- Standard
- Imperial
- Italian
- Burton
- Robe de Sargent
- French

## PLUMS

- Burmosa
- Beauty
- Santa Rosa
- Tragedy
- Duarte
- Hollywood
- Satsuma
- Eldorado
- Pruns Simoni
- Wickson
- Becky Smith
- Green Gage
- Kelsey
- Late Santa Rosa
- President
- Damson

## APPLES

- Red June
- White Astrachan
- Red Astrachan
- Gravenstein
- Yellow Bellflower
- Jonathan
- Red Delicious
- Beverly Hills
- Dbl Red Delicious
- Yellow Delicious
- Winter Banana
- Giant Honey
- Y. N. Pippin

## CRAB APPLES

- Red Siberian
- Transcendent
- Yellow Siberian

## PEARS

- Bartlett
- Seckel
- Comice
- Anjou
- Winter Nelis
- Winter Bartlett
- Kieffer

## CHERRIES

- Black Tartarian
- Bing
- English Morello
- Montmorency
- Royal Anne
- Lambert

## QUINCE

- Orange
- Pineapple

## FIGS

- Black Mission
- Brown Turkey
- Kadota
- White Adriatic

## POMEGRANATE

- Wonderful

## PERSIMMONS

- Fuyu
- Hachiya

## PECANS

- Mahan

## WALNUTS

- Hart. Franquette
- Payne
- Placentia Perf.
- Franquette
- Eureka

## SHADE TREES

- European Sycamore
- American Sycamore
- Chinese Elm
- Hardy Catalpa
- Fruitless Mulberry
- Modesto Ash
- Silver Maple
- Mississippi Hackberry
- White Birch

## FLOWERING PEACH

- Clara Meyers
- Early Double Pink
- Early Double Red
- Late Double Pink
- Late Double Red
- Peppermint
- White Double
- Dwarf Variegated
- Dwarf Red

## FLOWERING PLUM

- Prunus Blireianne
- Prunus Hollywood
- Prunus Pissardi
- Prunus Thundercloud
- Prunus Vesuvius

## FLOWERING CRAB

- Pyrus Arnoldiana
- Pyrus Eleyi
- Pyrus Floribunda
- Pyrus Hope
- Pyrus Keido
- Pyrus Scheideckeri
- Betchel's Crab

## FLOWERING CHERRY

- Naden
- Takasago
- Ojochin
- Shirotae
- Amanogowa

## DAILY NEWS VARIETIES

- Daily News 2-Star
- Daily News 3-Star
- Daily News 4-Star



FRUIT TREES and GRAPES (con.)

ARMSTRONG PAT. VAR.	MERRILL VARIETIES	GRAPE VINES EUROPEAN	AMERICAN & NEWER GRAPES
>Robin	>Brilliant	>Alicante Bouschet	>Concord
>Meadowlark	>Delicious	>Black Muscat	>Cardinal
>Altair	>Dandy	>Emperor	>Delaware
>Golden Blush	>Necta-Heath	>Ladyfinger	>Niagara
>Red Wing	>Schooldays	>Malaga	>Crystal
>Curfew	>Casalinda Nectarine	>Muscat	>Delight
>Silver Lode		>Olivette Blanche	>Golden Muscat
>Pioneer Nectarine	GRAPE VINES	>Red Malaga	>Perllette
>Mariposa Plum	EUROPEAN	>Ribier	>Royal Thompson
>Reeves Apricot	>Black Hamburg	>Rose of Peru	
	>Black Monukka	>Tokay	
		>Thompson Seedless	

PERENNIAL FLOWERING PLANTS

Shipped Prepaid from Indiana at Prices Quoted

UNCONDITIONALLY GUARANTEED

VARIETY	3	6
Chrysanthemum (Yellow, Pink, Bronze, Red, White, Lavender)	\$2.00	\$3.25
Cushion Mums (Yellow, Bronze, Red, White, Lavender).....	2.00	3.25
Tall Baby's Breath (Gypsophila).....	1.75	2.75
Shasta Daisy.....	1.75	2.75
Painted Daisy.....	1.75	2.75
Delphinium (Pacific Hybrids).....	2.00	3.10
Day Lilies (Yellow, Orange, Light Yellow, Wine Red)	2.45	4.00
Columbine (Aquilegia).....	1.75	2.75
Corn Flower "Blue Moon" Stokesia.....	1.75	2.75
Gaillardia (Golden Yellow, Burgundy, Red & Yellow)	1.75	2.75
Carnations (Red, Pink, White, Yellow).....	2.00	3.25
Phlox Subulata (Red, Blue, Pink, White).....	2.00	3.25
Old Fashioned Bleeding Heart.....	3.00	4.35
Hardy Asters (Red, Blue, Pink, White).....	1.95	3.15

CALIFORNIA CUSTOMERS ADD SALES TAX

TWO SUPERIOR BERRIES OF BLACKBERRY FAMILY

> C A S C A D E. A cross of trailing wild blackberry x Logan. Flavor, finest of all berries of this type, most evident fresh and in preserves, jams, juices and puree. May be too soft for fresh fruit market. Glossy, dark red to almost black. A little smaller than Logan, earlier than Boysen, high yield, sometimes exceeds Boysen yield, outyielded all other trailing blackberries in eastern Washington at Prosser. A grower in Boring, Oregon, writes: "I think Cascade is the finest flavor berry of all both for jam and freezing. Has more foliage than Pacific to protect it from sunscald." At his place we ate some Cascade berries fresh picked and the flavor was the most delicious we ever tasted.

> N E C T A R. Sometimes called King Nectarberry. Some say it is best berry of this type they have grown. Similar to, and as large or slightly larger than, Boysen. It starts ripening with Boysen or a few days later, and the crop lasts till after Boysens are through.  
5, \$2.50; 10, \$4; 25, \$8.50; 50, \$12.50; postpaid. Plus sales tax in Cal.

*Here's a new slant on*

*getting big yields from*

E V E R B E A R I N G

S T R A W B E R R I E S

*from Popular Gardening*

*July - 1951*

By WESLEY P. JUDKINS

*Virginia Polytechnic Institute*

Biggest news about everbearing strawberries is that they must not be grown like the single crop June varieties but according to a brand new method which allows them to produce large crops of big, clean berries over a long period of time and so fulfill the promise of their name.

Since no fruit is better liked, the new system (originated by Ksrl Michener of Burton City, Ohio, and tested and developed by the author) will undoubtedly be hailed by all home gardeners who want a large crop of late summer and fall fruit. But, the system must be followed faithfully.

In the past, growers tried to raise everbearing strawberries in matted rows the same as June bearing sorts. Karl Michener realized that everbearers cannot stand the competition of the matted rows and must have a cool, moist soil during the hot midsummer days when fruit is ripening.

From this conclusion the new plan was developed. It calls for a different method of spacing plants, removal of runners and a sawdust mulch.

For best results, everbearing strawberries should be established in fertile, well-drained soil. Weed control will be facilitated and damage from white grubs reduced if land that's been under cultivation for at least two years is used.

Plants should be set out as early in the spring as the soil can be prepared. (On the west coast fall and winter as well as spring planting is practiced.)

Formerly growers usually planted strawberries according to a system in which one row is set out and runner plants trained from it to make two additional rows, one on either side.

The new system differs from this in several essential points, is a great improvement and is recommended for both home and commercial growers. This 4-row bed system calls for plants set one foot apart, in rows one foot apart. Four such rows are planted with a two foot alley between each four rows to provide a path along which to work.



In this system runners are not used at all but are removed as soon as they appear, giving the plants a chance to produce earlier and larger crops of big berries.

When the first weeds appear, two or three weeks from planting, they are removed with a hoe. As soon as this is done, the entire area is covered with a layer of sawdust mulch one-inch thick.

After the mulch is applied, if weeds should come up, they must be pulled and not hoed out because hoeing would mix the sawdust in with the soil and destroy its effectiveness as a mulch.

Either hard- or soft-wood sawdust may be used. A temporary nitrogen deficiency may develop but this can be remedied by the use of a nitrogen fertilizer. Nitrogen deficiency will not be a problem unless the sawdust is mixed with the soil. And, sawdust does not make the soil acid as many persist in believing.

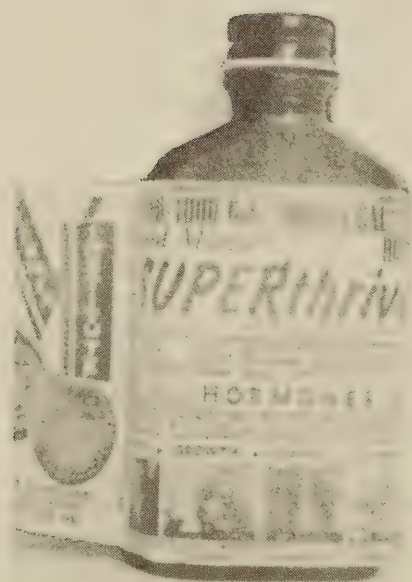
About 2 cubic yards of fresh or weathered sawdust are needed to mulch a 15 by 40 foot patch. If sawdust is not available, peat-moss, ground corn cobs, fine shavings or chopped straw may be substituted. For purposes of winter protection, a full inch of mulch should be maintained.

\*\*\*\*\*

## ***SUPERthrive\****

50-in-1

### *ORIGINAL VITAMINS-HORMONES SOLUTION*



We are offering SUPERthrive to our customers, to help you get better results with your plantings. It can be used by soaking bare roots before planting in easily made solution, or by watering in after planting.

By using SUPERthrive to treat your plants when setting out you will eliminate your losses or cut them to a minimum. Later applications can be made more easily by use of an applicator on end of hose. Applicators can also be used for applying liquid fertilizer. (SUPERthrive is not a fertilizer, but helps plants to make better use of fertility already in soil and of fertilizers later applied.)

SUPERthrive starts all fruit, flowering and ornamental plants and trees vegetating uniformly soon after planting; starts new white roots on bare root stock and produces growth above ground. Earlier and heavier bearing is constantly reported from the use of SUPERthrive.

SUPERthrive now has flowering hormones; helps bulbs and other flowering plants vegetate best and greatly improves their root growth and blooming.

SUPERthrive prices, shipping charges prepaid: 1 oz. (makes 5 to 500 gallons), 69¢; 2 oz., \$1; 4 oz., \$1.39; 1 pt., \$4.75; 1 qt., \$8.50; ½ gal., \$15.50; 1 gal., \$26.25. Sales tax in Calif., 3%; in L. A., 3½%.

# WESTERN FRUIT GARDENING

29

By REID M. BROOKS and CLARON O. HESSE

This book tells how to grow fruit trees, grapes and berries—strawberries, raspberries, blackberries, blueberries and gooseberries—in the western states. It is written for the home owner who wishes to grow them on a small lot or an estate. Unfortunate experiences with fruit production are usually the result of the gardener's lack of understanding of the problems dealt with in this book: climatic adaptation, cultural requirements and disease and insect control.

The authors have arranged the book in three sections. The first part applies sound horticultural knowledge to the production of fruits plants in the garden. Here the emphasis is placed on adaptation of the fruit plants suitable to culture in the West, taking into consideration the climatic requirements. While proved methods of horticultural practices—pruning, propagation and cultivation methods—are given, underlying principles and relations between plants are primary concerns.

The second part of the book lists alphabetically the 48 kinds of fruits discussed. Here is given all pertinent information concerning these fruits: regions of adaptability, pollination requirements, root stocks, methods of propagation and suitable rootstock-scion relations, special methods of pruning or training necessary, cultural requirements, and recommended varieties for the garden.

The last section of the book deals with diseases of fruit plants. Emphasis is on general information and common control practices. With the aid of this section the gardener should be able to deal successfully and economically with the common troubles of his fruit garden.

The authors are faculty members of the College of Agriculture and are on the staff of the Experiment Station at the University of California, Davis.

viii+286 pages, 58 illus., 48 chapter heading drawings: \$4.50

Postpaid. California customers add sales tax

## FOG-PROOF STRAWBERRY TERRACE DEvised FOR INTENSIVE CULTURE "Grow a Lot in that Tiny Spot"

UBYLDIT of scrap random or used lumber.

Eight plants that produce all summer, where one grew before. May be used for other plants. With sub-irrigation devise.

Sketch-plan, directions, cultural instructions, non-toxic formula you can make to prevent rot or mildew of berries. Copyright.

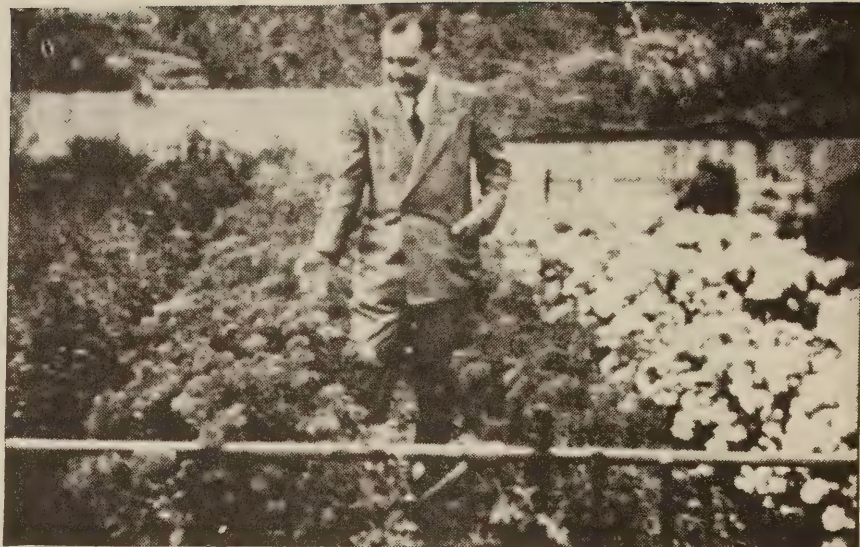
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Produce Amazing  
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and Vegetables**

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Foliage feeding with Ra-Pid-Gro pays big dividends. The chrysanthemums at the left were sprayed with Ra-Pid-Gro once a week for 5 weeks. The row at the right was not fed Ra-Pid-Gro.

# RA-PID-GRO

## "THE MIRACLE PLANT FOOD"

"Ra-Pid-Gro is a *complete* plant food containing nitrogen (23%), phosphoric acid (21%), and potash (17%), plus all essential minor elements, Vitamin B<sub>1</sub> and B<sub>2</sub> and hormones." *It feeds anything that grows.*

Easy to use, dissolves instantly in water. Safe, odorless, and you cannot overfeed with it.

### FOLIAGE FEEDING

Ra-Pid-Gro has revolutionized foliage feeding. Now authorities admit that, sprayed on foliage, it is instantly absorbed into the sap stream and travels throughout the plant, even to the tiny extreme roots.

### PRICES, PREPAID:

1 lb...	\$1.25	5 lb...	\$4.50	25 lb. drum..	\$21.00
2 lb...	2.35	10 lb...	8.75	50 lb. drum..	42.00

### FLOW MIXER



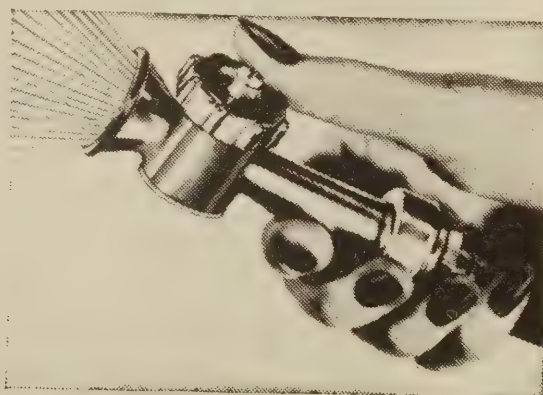
Consists of precision molded aluminum metering head with transparent cap and heavy-duty corrosion-resistant tank. Unit remains near water tap; fertilizer is applied with regular hose nozzle or lawn sprinkler.

PATENT PENDING

The ingenious FLOW MIXER has no moving parts, yet dissolves the plant food instantly. Its careful, sturdy construction provides years of reliable service.

FLOW MIXER, \$17.75, postpaid

A good way to apply RA-PID-GRO, insecticides, etc. is with FLOW MIXER and ELKAY VALVE HOSE NOZZLE.



### Powerful Jet To Softest Rain

A perfectly wonderful hose nozzle to add to any gardener's pleasure. Elkay Valve Hose Nozzle is light and strong and rust-resistant. From seedling dew-drops to jet power. Will reach roof of a two-story house. Positive shutoff. \$1.50 postpaid. No COD's, please. Guaranteed

In California add sales tax

## FEEDING PLANTS THROUGH LEAVES

By DR. G. ELLINGTON JORGENSEN

Plant Pathologist and Biochemist

From "POPULAR GARDENING," June, 1952

To find out how much truth and how much fiction there was in certain provocative statements I had seen here and there about foliage feeding of plants, in the spring of 1950 I undertook to experiment with this novel method of providing plants with nourishment. By the autumn of that year I knew everything good claimed for feeding plants through their leaves to be true.

Since I started in 1950, I have applied nutrients directly to the leaves of roses, dwarf apple trees, tomatoes, string beans, gladiolus, raspberries, strawberries and some shrubs. I used Ra-Pid-Gro, a soluble compound that looks like green salt. It has a 23-21-17 analysis and is said to contain hormones, vitamins and trace elements besides. Its principal source of nitrogen is urea (carbonyl diamid).

I am one who insists on quality in tomatoes. Of all those available up to the present time, I consider the hybrids the most superior. But inasmuch as we did not return from our winter place in Hollywood, California, until the first of April and hybrid tomato seedlings were not available, I had to start my own plants from seeds unfavorably late. On April 2 I moistened seeds in a standard solution of one teaspoonful of the 23-21-17 plant food to one quart water, planted them in vermiculite and kept them indoors. By the fourth day the seeds had sprouted. Throughout their hothouse period, the little plants growing in vermiculite were fed only through their leaves.

On May 21, when the seedlings had leafed out and were from 8 to 9 inches high, I dipped their roots in the solution (mixed as above) and transplanted them outdoors. They suffered no shock, did not droop, and continued to grow with no set back. From transplanting to harvest, I fed them with a spray mist of  $\frac{3}{4}$  of a teaspoon of the plant food to one quart water.

The contrast between foliage-fed plants and those started and transplanted at the same time but given only ordinary root fertilizer was remarkable. The untreated plants did not grow higher than 26 inches while, by July 25, the foliage-fed plants were 5 to 6 feet high and loaded with ripening fruit. Their luxuriant foliage was a healthy dark green and the plants were free from blight. Yield of treated plants as against that of the same number of untreated plants was 83% greater in 1950 and 94% greater in 1951.

Best of all, though blight destroyed nearly all tomatoes in my section of the country during the early wet cold weeks of summer, I had very little trouble with it. My foliage fed plants were healthy and productive until mid-October when I cleaned them out because we had become weary of Tomatoes.

### Raspberries

Of the six different types of raspberries I grow, I chose to test Latham and Indian Summer. For purposes of comparison, some plants were given the usual root fertilizer we have used for years while others were foliage fed with  $\frac{3}{4}$  of a teaspoon of plant food to one quart water every two weeks from the time leaves sprouted to the first killing frost. The foliage fed canes of Latham became 7 to 9 feet long and produced approximately 110% more fruit than the untreated canes. Indian Summer canes also grew longer when foliage fed and produced 98% more fruit than untreated canes. To say the yield of the foliage fed raspberries was immense would be putting it mildly. Moreover, the treated canes went into their period of winter dormancy with a rugged sturdiness not previously observed.



## Strawberries

I used runner plants of the Robinson strawberry and gave their roots a thorough soaking in a solution of the plant food before planting them. Thereafter, the plants in one group were fed through their leaves and those in the other group were fed with the usual root fertilizer - small scatterings of bonemeal and sheep manure.

Plants set out June 31 rooted at once and survived the summer. But a sharp difference was noted between the groups. The untreated plants were small and late in developing; the foliage fed plants were extremely luxuriant, had well-developed crowns and healthy dark green leaves.

## Shrub Tests

In a border where I try out various shrubs, I planted tamarix, budleia, forsythia and weigela which arrived on June 10—much too late for safety! I was quite aware that it was dangerously late but I wished to experiment and took the chance. When I unpacked the shrubs I saw a discouraging sight. Their roots were dry and they looked dead. I, nevertheless, soaked their roots in a solution of the plant food, set them out and watered them with an abundance of the solution after they were in the ground.

All grew except the tamarix! Not only was life revived in the shrubs by the root starter solution but, as time passed, and bi-weekly foliage feeding was begun, they showed an amazing vitality and succeeded in extending their growth by 3 feet of new wood. They, furthermore, went into their dormant period with excellent vigor.

## In General

As I look back over the wet, dismally cold summer 1951, I find myself very much awed. Such words as "fantastic" and "unbelievable" do not seem unsuitable when used to describe what occurred to my test garden.

The reaction of a gentleman from Oregon, where conditions are ideal for growing things, is significant. He drove several hundred miles to see my foliage fed Latham raspberries. Looking at them, he exclaimed, "Those aren't raspberry canes, they're small trees." Then, tipping his head back to gaze at the towering tips of the canes, he murmured, "Is this true or am I seeing things?" He continued to stare as he backed away a few steps and whispered, as if to himself, "I guess this foliage feeding is as real and as fantastic as the atom bomb."

It is natural to become enthusiastic when one has achieved something extraordinary. My garden is a hobby and an escape from a heavy writing schedule. When I turn up something unusual in it, I can, if I am not careful, whip up a loud and lively enthusiasm. On the other hand, I am a seasoned research man in the fields of pathology and bio-chemistry. Such work, as will be granted, does not encourage one to go off half-cocked, as it were.

Insofar as I am concerned, I will use no other method of feeding plants in my garden from now on. The effect of nutrients applied to the leaves of plants appears to be like a shot in the arm. Plants reach almost immediately, start to go places and reach their destinations quickly.

If you take heed to my words and try foliar feeding, you are going to be delightfully surprised. But, do please step back away from your plants to avoid the swish and rush as they spread out and reach for the sky.

\* \* \* \* \*

In tests at the Riverside Experiment Station, foliar feeding was found to be more than 3 times as affective as root feeding, and trees very deficient in nitrogen put on a greatly increased crop as a result of foliar feeding.

## PRICE LIST OF PLANTS, 1953-1954

TERMS: Net Cash with order, plus sales tax in California

## FOLLOWING PLANTS F.O.B. TENNESSEE

	Postage		Prepaid	Express Collect	
	50	100	250	500	1000
>Blakemore.....	\$ 2.00	\$ 3.00	\$ 5.00	\$ 6.50	\$ 9.50
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>Utah Centennial.....	3.50	5.50	11.00	13.00	22.50
>Rockhill.....	5.50	10.00	22.50	35.00	65.00

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	10	50	100	500	1000
>RASPBERRIES					
>Washington.....	2.50	4.75	8.50	30.00	57.50
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OFFERINGS SUBJECT TO PRIOR SALE

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## PERENNIAL PHLOX

SEE ILLUSTRATIONS ON OPPOSITE PAGE

We offer Indiana-grown, hardy field grown No. 1 Phlox plants grown in soil especially prepared for phlox two years in advance. Heavily fertilized. Exceptionally large root system retained by power digger, giving you one-third additional roots.

These plants will be held dormant in perfect condition for you in cold storage, to be shipped direct to you, postpaid, whenever you wish, any time from Nov. 1 to May 1. Just send us your orders and we shall give them our prompt and careful attention. Each plant labeled, and wrapped in packages of two or more plants.

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FOLLOWING PLANTS, POSTPAID: 3, \$1.75; 6, \$2.75

American Beauty.... Clear rose pink  
Adonis..... Bright scarlet crimson  
Fidelio..... Gorgeous white tinted pink, distinctive red eye  
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FOLLOWING PLANTS, POSTPAID: 3, \$1.50; 6, \$2.50

Ruby Lee..... Plum red  
Ethel Pritchard.... Blue  
Prime Minister..... Pure white, crimson eye  
Daily Sketch..... Brilliant salmon pink, crimson eye  
Salmon Glow..... Flame pink with salmon  
Spitfire..... Salmon orange, crimson eye  
Bright Eyes..... New bright rose pink, dark red eye  
Flash..... Scarlet red  
Lec Schlageter..... Most firey red of all phlox  
Star Light..... Lavender with white star  
Royal Purple..... Rich shaded violet with deeper eye

COLLECTION OF 6 PHLOX, POSTPAID, \$2.45:

Bright Eyes, Mary Louise, Flash, Daily Sketch, Royal Purple,  
Salmon Glow

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COLORFUL PERENNIAL PHLOX

(See opposite page)



1953 - 54  
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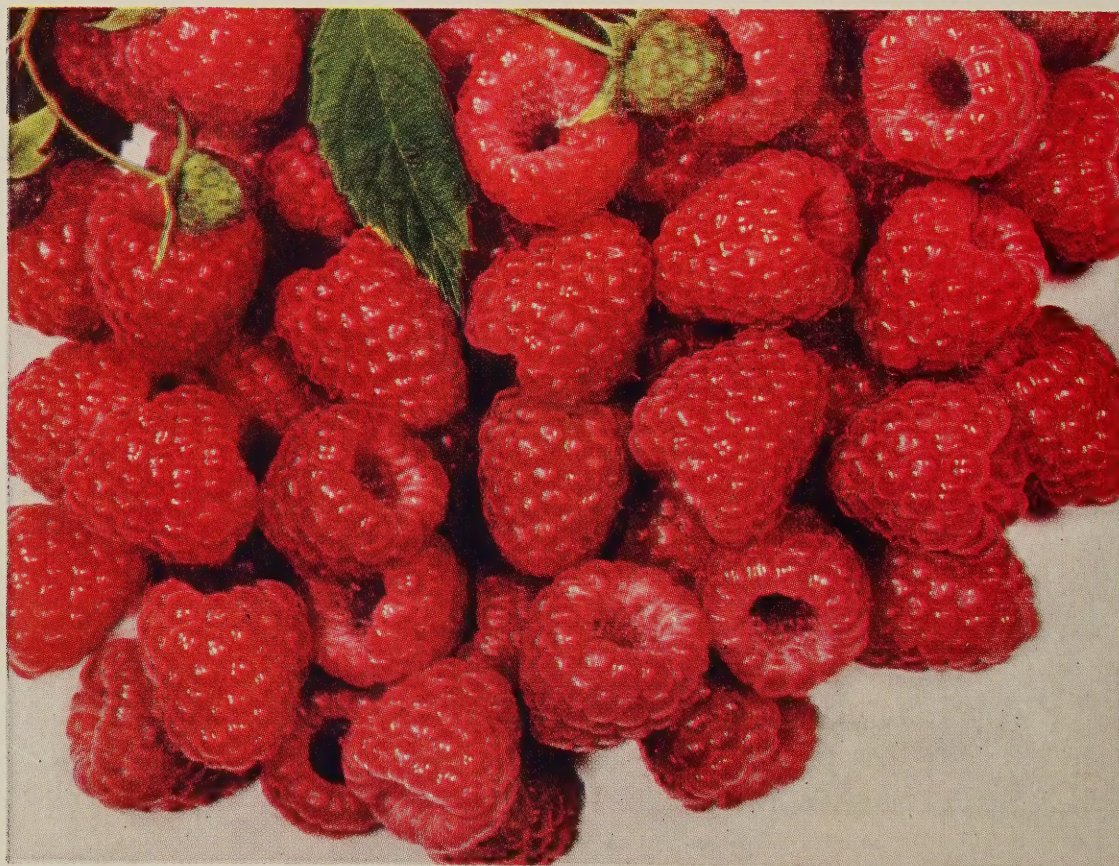
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